SUBJECT INDEX

Adult 115
Ageing process 363
Apparel 381
Apparel preferences 291
Attitudes 87
Car loans 177
Childhood environments 347
Choice 123
City size 177
Conceptual framework 341
Consumer 103, 193
Consumer acceptance 133
Consumer behaviour 15
Consumer debt 165
Consumer-decision process 277
Consumer demand 147
Consumer logistics system 239
Consumer perspective 269
Consumers 71, 115
Consumption 123, 215, 321
Coping strategies 57
Credit 269
Cross-cultural implications 15
Customer dress 87
Decision-making 205
Design-marketing mismatch 257
Diet 363
Dual career couples 357
Employers 321
Employment status 303
Environmental education 185
Evaluative criteria 381
Family member involvement 277
Fashion 257
Finance charges 177
Financial events 57
Finland 303
Finnish society 215
Gender 215
Grocery shopping 1
Health care behaviour 363
Home economists 185
Household-consumption process 239
Household production time 303
Households 57
Housing expenditure patterns 41
Information search 381
Irradiated food 133
Laundry practices 193
Lifestyle 71, 381
Malawi 123
Marital happiness 357
Market-place research 103
Mature female consumers 71
Middle-aged men 363
Milk 123
Milk products 123
Non-employed female consumers 381
Personality trait 29
Potatoes 147
Pre- and post-phosphate detergent ban 193
Pregnant employed women 291
Price 1
Problem recognition 29
Quality 1
Retail store attributes 71
Rural consumers 205
Rural women's work patterns 341
Sales associates 87
Scottish families 165
Selling service 87
Sex 303
Sex equity 347
Social class 321
Socio-economic status 363
South Australian women 229
Symbolic adoption 133
Task 185
Telecommunications deregulation 205
Tenure choice 41
Time perception 15
Tourism research 101
UHT milk 115
USA 303
Women's roles 229
Women's views 229
Work patterns 341

AUTHOR INDEX

Badir, D. (see MacDonald, E.S.)

Banda, J.W. and *Phira, C.D.* Investigations into the factors influencing the choice and consumption of milk and milk products in Malawi 123

Barber, J.D. (see Woodward, J.E.)

Barclay, N.A. (see Kirjavainen, L.M.)

Barclay, N.A. (see Woodward, J.E.)

Belleau, B.D., Millar, K.A., Elliott, P. and *Church, G.E.* Apparel preferences of pregnant employed women 291

Bruner II, G.C. Problem recognition style: is it need specific or a generalized personality trait? 29

Church, G.E. (see Belleau, B.D.)

Crown, E.M. (see MacDonald, E.S.)

Cude, B.J. Telecommunications deregulation and rural consumers: the impact on decision-making 205

Drake, M.F. (see Shim, S.)

Elliott, P. (see Belleau, B.D.)

Ericksen, M.K. (see Stalnaker, S.D.)

Evans, M. Fashion: the design—marketing mismatch? 257

Fegebank, B. Environmental education: a task for home economists 185

Ford, I. (see Huddleston, P.).

Gabbott, M. and *Richardson, B.* It's power that counts: reflections on recent consumer market-place research 103

Granzin, K.L. (see Valentin, E.K.)

Granzin, K.L. The consumer logistics system: a focal point for study of the household-consumption process 239

Harp, S.S., Horridge, P.E. and *Strickler, S.C.* The effect of customer dress on attitudes towards selling service by sales associates 87

Harrod, W.J. (see Sapp, S.G.)

Haynes, P., Nixon, J.C. and *West, F.J.* Time perception and consumer behavior: some cross-cultural implications 15

Hira, T.K. Changes in factors influencing consumer debt among Scottish families, 1984–1987 165

Horridge, P.E. (see Harp, S.S.)

Hosoya, N. (see Lee, M.)

Huang, C.L. and *Raunikar, R.* Analysis of tenure choice and housing expenditure patterns 41

Huddleston, P., Ford, I. and *Mahoney, M.Y.* The relationship between importance of retail store attributes and lifestyle of mature female consumers 71

Ilmonen, K. and *Pantzar, M.* Gender and consumption in Finnish society 215

Jung, A.F. Finance charges for car loans by size of city 177

Kieren, D.K. (see MacDonald, E.S.)

Kim, Y. (see Lee, M.)

Kirjavainen, L.M. and *Barclay, N.A.* Household production time by sex and employment status: a cross-national comparison between Finland and the U.S.A 303

Lee, M., Kim, Y., Moon, S. and *Hosoya, N.* A study on the subjective symptoms of the ageing process in middle-aged men: effects of socio-economic status, diet and health care behaviour 363

Lovingood, R.P. (see Woodward, J.E.)

MacDonald, E.S., Crown, E.M., Kieren, D.K. and *Badir, D.* Measuring family member involvement in the consumer-decision process 277

Mahoney, M.Y. (see Huddleston, P.)

Martin, R.E. and *Mullis, A.K.* Sex equity in early childhood environments 347

McCracken, V.A. Consumer demand for potatoes: at home and away from home 147

Millar, C. and *Moran, A.* Credit: the consumer perspective 269

Millar, K.A. (see Belleau, B.D.)

Moon, S. (see Lee, M.)

Moran, A. (see Millar, C.)

Mullis, A.K. (see Martin, R.E.)

Nixon, J.C. (see Haynes, P.)

Pantzar, M. (see Ilmonen, K.)

Pearson, J.M. Adult consumers of UHT milk and their descriptions of the product 115

Phira, C.D. (see Banda, J.W.)

Raunikar, R. (see Huang, C.L.)

Richardson, B. (see Gabbott, M.)

Sapp S.G. and *Harrod, W.J.* Consumer acceptance of irradiated food: A study of symbolic adoption 133

Shim, S. and *Drake, M.F.* Influence of lifestyle and evaluative criteria for apparel on

information search among non-employed female consumers 381

Singal, S. and *Srinivasan, K.* Conceptual framework to study rural women's work patterns and economic contribution to family resource development 341

Srinivasan, K. (see Singal, S.)

Stalnaker, S.D. and *Ericksen, M.K.* Marital happiness: implications for dual career couples 357

Strickler, S.C. (see Harp, S.S.)

Toivonen, T. Social class and consumption: employers as a special case 321

Valentin, E.K. and *Granzin, K.L.* Price, quality, and grocery shopping behaviour 1

Varcoe, K.P. Financial events and coping strategies of households 57

West, F.J. (see Haynes, P.)

Woodward, J.E., Lovingood, R.P., Barclay, N.A. and *Barber, J.D.* Consumer laundry practices and satisfaction: pre- and post-phosphate detergent ban 193

Worsley, A. and *Worsley, A.J.* Women's views of women's roles: a survey of South Australian women 229

Worsley, A.J. (see Worsley, A.)